uspicious Opening Sale of Suits, Coats, Capes.

imples Van Houten's Cocoa Not lack visiting our Noof Department to-morrow life goine, free of cost, a mole of the famous VAN 19418 NS 6000A, known the best in the world.

Autumn Sale of New Ribbons.

to morrow we shall pass to you ture n bot of rich silken bands, we authorn effects; at remarkably

inch Lave Stripe Pancy Taffeta-the hew shades of rose purple, pinic terisas, etc. Regular 374c. graco, at 150. h. vard. nch Tafeta Plans-beauties—in a nost on color combinations. Regu-lar F74c grade, at 250. a yard.

Concerning Corsets.

Besides, the famous "American uy' Corsets, which we show in we recommend as being the \$1 corsets made, we have the

d Stripe Madras Corsets— li shape—50c, French shape—50c, 235—50c.

SUIAL—A lot of twolve only—black Madras Corsets, with silk embroid-red figures—odd sizes—regular \$1 grade, at 50c. pair.

There's a manifest destiny—discernable in the light of current events -shaping the progress of this great and ever growing store and peculiarly evidening that HLRE, in greater and growing degree, is the pivotal point of Nofolk's retail trade.

It is safe to assert—the statement is based on investigations and report hat HERE the autumn exhibits have, as heretofore, no REAL rival for scope, variety, fashion, quality or price-no rival at all.

The prices at which we are offering the new autumn styles of women's outer farments look more like July clearing prices than Fall opening fig-What is more, the garments are the pick in point of style, fabric and workmanship, of America's pre-eminent women's tailors. We do not confire ourselves to the stereotyped styles of any one or two high-priced makes, but pick and choose from the best to be had from every maker of

repute. No previous autimn season has seen us so well supplied in everything that is good in women's tailormade Suits, Jackets and colf Capes, and jaunty little garments for misses and children.

\$10 FOR SWELL HOMESPUN SUITS chocolate, light double-breasted, silk lined jackets. Habit skirts, the of sing stitched with five rows of stitching the fly-front jacket, Sto FOR BLACK CHEVIOT SUITS—shot skirt. All seams lined with black taffeta. New five-go

brown herringbone cheviot—jaunty floating skirts, all seams lapped.

\$15 FOR \$20 BLACK SUITS of extra quility cheviot. Both the semi-tight fitting jacket and the new shape habit skirt, fully lined with black taffeta silk. Beautifully tailor stitched. The equal of these sits can't be gotten elsewhere for a cert learning the semi-tight fitting in the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the semi-tight fitting jacket and the new shape habit because the new shape elsewhere for a cent less than \$20.

\$5 FOR KERSEY COATS—blue and black—double breasted-half lined. \$8 FOR SILK LINED COATS-black and blue-fly-front-

strapped seams. SIO FOR DOUBLE-BREASTED COAT

castor and green-fancy strapped set an, blue and black; full silk lined.

\$13 FOR BRAIDED COATS-green, and back; full silk lined.

\$15 FOR TAFFETA LINED COATS. Black, blue, tan and brown; double breasted; handsomely stitched; full taffeta



\$3.50 FOR MISSES COATS. Plain blue cheviot; double breasted.

\$5 FOR MISSES' COATS. Black and blue; double breasted;

58 FOR MISSES' COATS. Very handsome; tan, black, blue, brown, green and castor; strapped seams; half silk lined; double breasted.

These dress goods opening days are opening eyes. Season after season we find that more home sewers and dressmakers are turning to us for supplies.

They know that the fullest assortment, the greatest number of novelties and

staple goods and the lowest prices are to be found at Watt's. It isn't worth

one's while to worry with getting purchases (generally unsatisfactory) out-of-town now-a-days. Very careful comparisons have convinced us that on com-

parable goods our prices are from 25c. to \$1 a yard under those paid in larger cities.

actually cost 75c. a yard to import and never sold anywhere under \$1 a yard. Extraordinary value here at 50c.

Take BLACK MOHAIR AND SILK BLISTER CREPONS, for instance. These that we show at \$1.75 ard compare favorably with the usual \$2.25 grades, and, it's the same with our \$1, \$1.25, \$1.50 and better qualities -- a big price difference—IN OUR FAVOR.

A VERY SPECIAL Black Crepon at 50c. -- jacquard, pebble, dimple, stripe and blister effects—goods that

\$9 FOR MISSES' COATS. Black, blue, green, tan, castor and brown. Rich appliqued fronts, velvet collars. \$10 FOR MISSES COATS. Full silk lined. Magnificently

made; excellent quality Kersey Cloth.

LADIES' GOLF CAPES at \$5, \$7, \$8 and \$10 each. Brown, blue, black and gray; very handsome plaids. MISSES' GOLF CAPES at \$4.50 and \$5 each; blue, brown and green; large plaid linings and facings; fringed hoods.

\$2.50 FOR CHILDREN'S REEFERS. Plain blue cheviot; box front. Another-style of navy cheviot; sailor collar trimmed in fancy braid.

\$3.50 FOR CHILDREN'S REEFERS. Plain red, blue and green cheviots; sailor collar, fancy braided. Also fancy mixed cheviots; beautifully appliqued collar.

\$5 FOR CH!LDREN'S REEFERS, of tan herringbone; inlaid velvet collar; tailored seams; also blue, brown and green, fine Kersey reefers; deep sailor collars trimmed with silk braid. Also blue, brown and green fine Kersey reefers with inlaid velvet collars.

FOR CHILDREN'S REEFERS, of fancy check Scotch cheviots; half satin lined; edged with brown broadcloth and braid; finished off with buttons. Also very jaunty green, blue and brown Kersey Reefers with coachman's triple cape collar; half silk lined.
CHILDREN'S LONG COATS of eiderdown and flannel;

braid and fur trimmed; pink. blue, tan, green and red-\$2, \$2.50, \$3, \$4 and \$5 caca.

Good Table Linens.

No other store sells as good quality linens at as low prices—nor do they sell near the quantity that we do. That's why we can so frequently offer good usable remnants.

Besides the remnants we tell again of two really wonderful values in TOWELS:--

The very best 12½c. Huck Towel that ever crossed a Norfolk counter is on sale here. It measures full 18x 38 inches-red, blue and white bor-ders-extra heavy. 22x45-inch Turkish Towels-a very ex-cellent value, at 12½c. cach.

Autumn Cottons.

An unusually favorable transaction enables us to mark 36-inch navy, black and garnet Percales, with white figures and stripes, 7c. a yard instead

Turkey Red Prints, with black figures -3c. a yard. New Percales—red, new blue, navy blue and black grounds with white, black and colored figures—8c, a yard.

yard.

The very best Percales—an exceptionally wide range of new fall designs—12½c, a yard.

5-inch Double fold Cotton Diagonal—flecce lined — handsome plaids, stripes and figures — rich dark ground—10c. a yard.

31-inch soft finish Floconne Flannels—for wrappers, tea gowns and dressing sacques—stripes, checks and figures—light and dark grounds—12½c, a yard.

28-inch Flannelettes—flecce lined—twil-

12%c. a yard.

28-inch Flannelettes—fleece lined—twilled surface—rich designs—6%c. a yard.

28-inch Flannelettes—rich dark grounds with floral and set figure designs—8c. a yard.

28-inch Flannelettes—magnificent distumal coloring and designs—extra weight—10c. a yard.

Bate's Scersucker Ginghams, for school wear; neat checks, stripes and plaids—solid colors to match— 10c. a yard.

Joe, a yard.

Aberfoyle double-fold Madras — neat checks and stripes—13½0, a yard.

Dark Outings—pink, blue and brown stripes and checks—ic, a yard.

Woven Check Zephyrs, for boys' and girls' school wear. A 200, fabric at 8c, a yard.

Dark Challis—navy and black grounds, with rich floral designs—the usual 16c, grade, at 6½c, a yard.

35-inch I recales—light grounds—5c, a yard.

Half-price Sale Rogers' Tableware Black Crepons and other black fabrics. The Munsing Ideal Underwear.

splendid line of tableware, made by the firm of C. Rogers & Bros. This firm has manufactured silver-plated goods at Meriden, Conn., for nearly a third of a century, and their products have attained a world wide reputation. The articles mentioned below are made of the finest quality of 18 per cent mickel silver, and we guarantee the amount of pure silver deposited on each article to be 20 per cent, more than the standard.

4-place Tea Sets—sat'n finish—\$5 a set. 5-place Tea Set—burnished silver—\$10 a

n Ladles-33 each. Large size, \$2.25, by Ladles-31 each. ry Sets-6 forks and spoons-33 a

Boys! Black and Tan All-leather js. 25c. each.

Gashmere Caps-25c. each.
Silk Caps-4 styles at 55c. each.
styles at 75c. each. 2 styles at cach.
Table 1 Silk Poke Bonnets-

Bengaline Silk Poke Bonnets— d. each.

d. Bengaline Silk Poke Bonnets— drmmed—11 each.

d. Faille Silk French Bonnets— unddered—11,25 each.

Jap. Silk Poke Bonnets—1 each,

lengaline Silk Poke Bonnets—

trimmed—51,30 each,

d. Faille Silk and Velvet French

dnets—11,50 each.

Our "Chaumont" \$1 Kid Gloves.

Cold Meat Forks—75c, each,
Nut Sets—cracker and 6 picks—\$2 a set,
Child's Sets—knife, fork and spoon—
89c, a set.
Child's Sets—fork, spoon and pearl
handle knife—\$1.89 a set.
Fruit Knives—\$3 a dozen
Sugar Shell and Butter Knife—Milton
pattern—\$1 a set.
Berry Sets—spoon and 6 forks—gold
linch—\$4.50 a set.
16-inch Bread Trays—\$1.59 each.
Syrup Jar and Plate—\$2.

cach.
White Ottoman Slik French Bonnets—
r'bbons and mink head—\$2 each.
White Jap. Slik Poke Bonnets—ribbons, tucks and ruffles—\$2.25 each.
Colored Faille Slik Poke Bonnets—slik
ruffles and velvet—\$2.50 each.
White Habutal Slik French Bonnets—
very handsome—\$2.50 each.

38-inch Figured Novelty—very rich—
strictly all-wool—55c, a yard.
38-inch Strictly All-wool Gran'te—
smooth, even weave—56c, a yard.
48-inch Diagonal Mohair Chevlot—for
tailor—inade suits and separato
skirits—fit2yc, a yard.
50-inch All-wool Venetian—splendid
weight—rich weave—\$1 a yard.
Chevict—\$1.25 a yard.
38-inch All-wool Ready Shrunk Chevlot—excellent value—50c, a yard. Children's Autumn Headwear. gain we call your attention to our superb showing of Children's Caps mets, the best assortment in Norfolk.

Colored Bengaline Silk Bonnets-fur trimmed-\$1.50 cach, White and Colored Jap. S'lk Poke Bonnets-fur trimmed-\$1.50 cach White Jap. Silk Poke Bonnets-ruffles and Ince-\$1.75 cach, Pink and Blue Bengaline Silk French Bonnets-lamb's wool trimmed-\$2 cach.

-brown, blue, tan,

54-inch Superior Quality Storm Sorge-repellent and dust proof. Positive \$1 grade, at 75c. a yard. 46-inch Fine French Poplin-very fine and sturdy weave-worth every bit of \$1,50, at \$1 a yard. 46-inch Sharkskin-a new weave that sheds the dust-a splendid fabric for skirts and entire suits-75c, a yard. yard. 54-inch Finetta Figured Novelty-a new and excellent weave-\$71/2c, a yard.

Flann lette Wrappers. Very comfortable fleecy Flannelette Wrappers-house gowns, if you preat 10c. a pair. Sizes 5 to 934. fer—with braid trimmed yoke front and back, measure full 3½ yards

around the bottom, at \$1 each. AT \$1.75 EACH-Excellent Wrappers of fleece lined Flaunciette-all the new colorings-deep flounce-pleat-

ing and braid around yoke. at \$1.37, \$1.50 and \$2 each

Children's Stockings,

Children's Ribbed Stockings, double heels and toes -- regular 121/2c. grade,

Priestley's Cravenette — absolute'y water proof—16 inches wide—sells everywhere at \$1.50. Our price \$1.25 a yard.

a yard.
56-inch Clay Serge—a very excellent weave for entire suits and separate skirts—\$1.25 a yard.
54-inch Victoria Broadcloth—rich slik finish—line twilled back—can't be matched under \$1.25—at \$1 a yard.

45-inch Special Storm Serge-will give splendid service-50c, a yard.

ing up and down the back, full corded front, flare cuffs, lined throughout-

Regular \$5 Black Taffeta Waists—full front of fing tucks—9 rows of cord-ing run up and down the back— high standing detachable tucked collar—new shape sleeves with flare cuffs—lined throughout—\$3.50 cach.

Taffeta Siik Waists.

New blue, garnet and heliotrope Taffeta Silk Waists, 9 rows of cord-

Comfort, Durability, Appearance and Price are points to be considered in buying underwear. In all of these particulars the MUNSING PLATED UNDERWEAR invites comparison. Every detail of manufacture is given most careful attention, no expense being spared to make the garments per-fect in every particular. The fabrics are composed of both worsteds and lisle thread, long experience having demonstrated that underwear combining the warmth and sanitary qualities of wool with the non-shrinking and great wear resisting qualities of cotton, gives the most permanent satisfaction.

Especial attention is given to the selection of yarns of great durability and fineness. These yarns are knit by a patented process in such a way that the worsted appears on both surfaces, the lisle being completely covered, hence the word "plated." This plating process which is peculiar to the Munsing Underwear, produces a fabric hav-

ing the feeling of wool and the durability of cotton, handsome in appearance, and of so fine a texture that persons with the most sensitive skins can wear it without irritation.

Special attention is called to the clastic flat seam, which 's peculiar to the Munsing Underwear, and which positively will not ravel.

We are also sole agents for the famous "Stuttgarter" Sanitary Pure Woolen Underwear. Catalogues and price lists of both "Stuttgarter" and Munsing Underwear at our counters.

Sample Sale of Photo Frames.

Brown Mixed Fleece Lined Shirts and Drawers—35c, each, 3 for \$1. White, Heece lined, Shirts and Drawers—handsomely trimmed—50c, each, Natural, wool mixed, Shirts and Drawers—52½c, each, Heavier grade, at 75c, each, Single Breasted Natural All-wool Shirts and Double Breasted Natural All-wool Shirts—31 cach, Drawers to match.

All-wool Shirts-\$1 each. Drawers to match.
Glastenbury's Double Breasted Natural All-wool Shirts-\$1.50 each.
"Stuttgarter's" Natural Double Breasted Shirts, \$2 each. Drawers to match.
Munsing's Heavy Cotion Union Suits-\$1.50 a suit. Part Wool, \$2 a suit.

Regular 10c. Colored Border, Hemstitched Handkerchlefs—5c, each.
White Unlaundered Shirts — linen bosoms—reinforced back and front—split cushion neck band—felled seams. Can't be matched under 50c.
39c. each; \$2.25 for half dozen.
Handsome styles, stiff bosom Garner Percale Shirts—2 collars and pair of culfs to match—\$1 each.
A magnifect line of the richost Autumn Pulf Ties—all the newest stripes and plaids—25c. each.
The well-known "E. & L." 5-ply linen Collars—sell regularly at 20c. each. Every new shape—special low price 12½c, each.
28-inch English Gloria Umbrellas—steel rods—paragon frames—75c. each.

t 40c. a pair. Sizes 5 to 9½. Children's Black Ribbed Stockings— extra heavy-double knee, heel and toe—regular 15c. grade, at 12½c. a pair. Sizes 6 to 9½. Boys' Extra Heavy Ribbed Stockings— sthrend knee—3-thread foot—4-thread heel and toe—an exceptionally good stocking—17c. a pair—3-pair for 56c. Children's Fine R'bbed Stockings—spliced knee, heel and toe—the best stockings in Norfolk at the price—25c, a pair. Ladies' Imported Black Stockings—Hermsdorf dye—double soles—high spliced heels and toes—a regular 25c, grade—19c, a pair—3-pair for 56c. cuffs—lined throughout—32.50 each. At \$5 we show a superb Black Taffeta Waist—the full front of 3 bias rows of cluster cords—2 clusters on shoulders—3 clusters up and down the back—detachable corded collar—I ned throughout. An unusually good value. Ine sample line of our holiday photograph frames is ready. These are for cabinets and imperials, in the following new style mouldings:—curly maple, green, gilt, silver and white enamel, beautifully finished, fancy brass corners and gilt beading, white and colored mats. Prices are as follows:—. Size \$\frac{18\text{VIO}}{2} = \frac{18\text{VIO}}{2} = \frac{18\text{VIO}} The "Ghaumont"—the most remarkable \$1 2-clasp Kid Gloves that have ever been put on sale in Norfolk—are made in Grenoble, France, of the rory finest lamb skins. They come in every color to match the new fall Bath Robes of fancy stripe cotton-eiderdown-yoke back and front, braid trimmed - pleated back-#2 catch. dress goods, and fit absolutely perfect. Try a pair.

Butterick Patterns For October

Are Now Here. A WEEK IN SOCIETY

What the Ladies are Preparing for

A Preify Children's Party in Honor of

WATT, RETTE

A WEEK IN SOCIETY

Across some trille and then "the mald can scarce make up her mind to leave her Summer love behind."

So she treasures a few trinkets, and perhaps some Wilter's might, as she ists beside the fire, she will take their and visions arise before her of these and not she should be supported by a strinkets and perhaps some Wilter's might, as she ists beside the fire, she will take their and visions arise before her of these and visions arise before her of these and visions arise before her of the stable, covers being laid on standard by occasion the handsome birthday of the stable stable, the season and served in the healthfully set table, covers being laid on standard by the healthfully set table, covers being laid on standard by the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the healthfully set table, covers being laid on standard the standard the healthfully set table, covers being laid delicated the ment of the healthfully set table, covers being

Miss Elizabeth Winn entertained Mr. McKensie Gordon at tea Tuesday evening at her home on Duke street. The affair was a pleasant one, and after supper the evening was spent musically. Mr. Gordon, of the choir of St. Bartholomew's Church, in New York, sang many songs in his elegant baritone voice, thereby giving pleasure indeed to those who were fortunate enough to listen to his sweet notes. The party on this happy occasion was composed of Mrs. J. D. Walton, Mrs. Winn, Miss Cornelia Tucker, Miss Landon Walton, Miss Winn, Mr. Wallington Hardy, Mr. W. W. Old, Jr., Mr. Gordon and Mr. J. D. Winn.

Dr. Frank A. Walke celebrated his birthday yesterday by giving a dinner party. The table was decorated in the Confederate colors, red and white, carnations of those shades forming the content of the party of the content of the party of the nations of those shades forming the center-piece. Covers were laid for six and the menu was one worthy of an epicure. Dr. and Mrs. Walke's guests on this happy occasion were Major Tazewell Thompson, Mr. Andrew Martin, Mr. Joseph Kennedy and Major Cooke.

Of course there has already been a great deal said about the coming fair, but for those few who rarely read the Sunday papers we would like to say that the Young Daughters of the Con-Mr. and Mrs. P. H. Thomas have returned from Saratoga, where they have been for the past month.

Miss Lucy Neal, who has been the guest of Miss Parker on Bute street, has returned to her home in Danville.

Announcement is made of the approaching marriage of Miss Nina Taliaferro to Mr. Henry Caborne Sanders, of Albany, N. Y., on October 13th, at the residence of the bride, Gloucestar county, Va. On account of the siekness of Mrs. Taliaferro, mother of the bride, no invitations will be issued:

According to his time-honored custom

charity.

\$19 and \$20 each.

Sewing Machines

The Eldredge "B"

Mr. and Mrs. David Dunlop, Jr., of Petersburg, are at Old Point on their

Prof. A. Bellezza will give one of his delightful soirees Saturday evening, which promises to be an enjoyable af-

The series of germans which Mr. R. Worthy Smith has in charge will begin on the 24th of this month. This is good news, for the Norfolk people well re-member the delightful evenings spent at these dances last season.

Miss Annie Powell has returned from

Clifton Forge, where she has been spending the summer. Miss Katherine Brown Parr, who has been visiting Miss Mary Lou Gray, on

Bute street, has returned to her home in Bedford City.

(Continued on Fifteenth Page.)

Mr. McKensie Gordon, of New York, has been the guest of Mr. and Mrs.